



IRMA AND DISTRICT HOME TOWN
NEWSPAPER FOR THE PAST
TWENTY-FOUR YEARS

IRMA TIMES

READ IN THE HOME OF EVERY
RESIDENT IN THE IRMA
TRADING AREA.

Vol. 25 No. 14

Irma, Alberta, Friday, September 29th, 1939

\$2.00 per year in advance; 5c per copy

This Case May Be Appealed

\$20,121 IN DAMAGES
AWARDED FAMILY

(Edmonton Journal)

Damages totalling \$20,121 were awarded late Wednesday by a supreme court jury to Mr. and Mrs. Charles Arnold Harden and their daughter, Ruth, for injuries they received when their car was in collision with a truck driven by Edward J. Ruzicka, 23, four miles east of Viking, July 21, 1938.

Ruzicka was sued for \$32,750 and costs by the Harden family, in the civil case that lasted three days. The jury deliberated for more than five hours.

Jury found that Ruzicka had been on the wrong side of the road, that he failed to have clearance lights burn-

What Air Waves Are Saying Over C.J.C.A.

The "Chase and Sanborn Hour," with friends McCarthy and Bergen, Ameco, Eddy, Lamour, Ameco, and guest stars, changes to the new time of 6 o'clock Sunday evenings—from six to seven.

The "Carnation Contented Hour," a grand musical program, with Marek Weber's concert orchestra, the Lalla by Lady, the Continental Quartet, and the silken voice of Vincent Pelletier, announces return to the air over C.J.C.A. on October 2nd at 8 p.m.

The "Lux Radio Theatre," already back in full swing, will occupy the 7 to 8 p.m. period every Monday. All of you who enjoy real drama will be on hand for each meeting of this popular program.

ing as required by law, and that his truck was overloaded with oil barrels.

In the accident, Mr. Harden suffered head concussion, paralysis of the left side, lacerations and shock. Mrs. Harden suffered an eye injury, head cuts and shock. Their daughter Ruth, suffered a leg fracture and internal injuries when she was thrown from the car. Inex Harden, another daughter, suffered shock.

Jury decided that Mr. Harden should be awarded \$18,621 special and general damages, to compensate for the fact that will be unable to work for the remainder of his life. It was decided that \$500 should go to Mrs. Harden, and that \$1,000 should go to Ruth Harden.

STALIN IS TERMED PUPIL OF HITLER BY SWEDISH PRESS

STOCKHOLM, Sweden, Sept. 19.—The newspaper Social Demokraten Monday said Joseph Stalin is not the pupil of Marx and Lenin but of Machiavelli and Hitler.

"Only the Russian language has a vocabulary capable of characterizing the partition of Poland as an act of neutrality," the newspaper said. "German-Soviet collusion can strengthen the Fascist front militarily, but it is destined to increase the moral energy of the democracies by the proof it offers of the relationship between Fascism and Bolshevism."

Obituary.

ANNIE ELIZABETH WHITFORD

Annie Elizabeth Whitford was born in Prince Albert, Sask., on May 10, 1874. She passed away at the age of 64 years, four months and 6 days. She was united in marriage to John Edmund Whitford on May 11th, 1899. Mrs. Whitford with her husband and family moved to the United States where they resided for some time. Twenty-seven years ago they returned to Canada where they have since resided. Mrs. Whitford moved to New Westminster last fall and was returning to Kinsella when she met her untimely death in a car accident. She leaves to mourn her loss her husband, four daughters, four sons, 28 grandchildren and four great-grandchildren.

CHARLES RICHARD WHITFORD

Charles Richard Whitford was born at Lodgegrass, Montana, in 1910. He was 29 years, 9 months and 8 days of age at the time of his death. He came with his parents to Alberta and had resided in the Kinsella district until last fall when he moved with his mother to B.C. He was returning to Kinsella when he met his death in a car accident. He leaves to mourn his loss his father, five sisters, four brothers and other relatives.

Interesting Items From Kinsella

Mr. and Mrs. Ray Miller and family left for their home in California after several weeks spent visiting at the Aridville home.

The Women's Institute will have their regular monthly meeting at the Kinsella Hotel on Saturday, September 30th.

A large extra gang pulled in Sunday afternoon and will be here for several days raising track.

The Kinsella water tank which was opened when the steam shovel was in the pit is remaining open and a permanent pump man is expected to come shortly.

Church service will not be held this Sunday as Rev. and Mrs. Griffith are away on holidays at the World's Fair at New York.

L. Travis and son of Kelowna, B.C. are visiting at the B. Travis home.

C. A. Dupre was a business visitor in town Monday.

Ralph Thomson reported for duty with the Edmonton regiment Tuesday.

Ludwig Jackowick who is attending Alberta College was home Saturday.

Mr. and Mrs. J. F. Murray and D. Corbett were in Edmonton on Tuesday to hear Dr. Jackson, the great physical culturist speak.

Mr. Ben Wachter was home for the week-end from Camrose.

The Thanksgiving service will be held in the Kinsella church on Oct. 28th, at 2 p.m., conducted by Rev. E. Longmire of Irma.

Just a thought: Man has two ends—one to sit on and the other to think with. His success depends on which he uses most.

PRESIDENT, BANK OF MONTREAL



H. R. DRUMMOND

HUNTLEY R. DRUMMOND IS ELECTED TO BANK OF MONTREAL PRESIDENCY

Following a meeting of the directors of the Bank of Montreal held in Montreal last week, announcement was made of the election of Huntley R. Drummond to the presidency of the bank in succession to the late Sir Charles Gordon. Long prominent in Canadian industrial and financial circles, Mr. Drummond has been associated with the Bank of Montreal since 1912, as a director since that time and as vice-president for the past twelve years.

In an interview given the press last week, Mr. Drummond said that he felt very much honored that the office of the president of the Bank of Montreal had devolved upon him and particularly so in that he is following the steps of the late Sir Charles Gordon, with whose policies Mr. Drummond, in his capacity as vice-president has been familiar and which he will endeavor to follow. "In this," he stated, "I know I shall have the loyal support of the staff, whose ability I well know and in whom I have always taken a deep interest. With that support I shall carry on until the time arrives for a younger man to shoulder the heavy responsibilities of the office."

Edmonton Letter.

(By T. B. Windross)

Alberta consumers could be glad this week on the face of its administration of the only large business which it does operate that the provincial government has no monopoly on any other business. The Provincial Liquor Control Board under provincial treasurer Solon Low, seized upon the increase in federal excise taxes to boost its own profits from the liquor, hoisting prices far more than the amounts necessary to cover the new tax. It was computed that the increases are about fifty per cent greater than necessary in many cases.

In Ontario, Premier Mitchell Hepburn dropped his political fight with the federal government in view of the national emergency and had the legislature pass such constructive measures as establishment of a non-partisan committee to organize industries to turn out war supplies, to plan agricultural production to step up the output of products which the Allies need, and to control labor shortages in farms and factories. In Alberta the government did nothing but appoint a "price spreading board" to study price increases if there should be any, thus overlapping federal powers. The only price control in this province, meantime, was in setting minimum, not maximum prices.

IRMA LADIES' AID

Shop at the sign of quality merchandise—J. C. McFarland's. Everything you need to eat and wear at right prices. Get your complete outfit for the family now.

United Church Notes

Sunday, October 1st
Albert—Public worship, 11:30 p.m.
Alma Mater—Public worship 8 p.m.
Irma—Sunday School 11 a.m.
Public worship 9 p.m.
A hearty welcome to all.

Viking Items.

The season for hunting prairie chicken begins on October 2nd and continues until October 14th. Chicken hunting is allowed only north of the C.N.R. line.

Postmaster Primett wishes to call the attention of the public that the mail has been suspended to Germany, Austria and Czechoslovakia indefinitely, so don't write letters to any one in these countries as they can not be accepted for mailing.

H. W. Scott, district agriculturist, died at his home in Camrose on Sunday at the age of 56 years. Mr. Scott was well known in this district where he visited on several occasions, being judge of livestock at the Viking school fair last year. He was a brother of Rev. Scott, former pastor of the United Church here, but now at Bonnyville.

Quite a number of the brethren of Connaught Lodge A.F. & A.M. attended the district meeting at Holden last Friday afternoon and evening. At the banquet Wor. Bro. Ken Hilliker of Connaught Lodge responded to a toast to "The Visitors." Wor. Bro. H. C. Neal of Chauvin was elected district deputy grand master of this district (No. 17) for the ensuing year.

Keen interest has been aroused over the boxing bouts to be held in the Elks' hall, Viking, on Wednesday, October 11th. The announcement was hailed with enthusiasm by fans all along the line including Tories. The towns south of us on the C.P.R. are coming up strong to back their man from Strome, Lindsay Guild, who has more than a local reputation for willingness to mix it from going to Gonz. Those who have seen him in action say he will make it plenty tough for Ab Quinn, the pride of Lac La Poudre, who meets him in the main bout. Quinn has a world of experience, is fast, and can take and give punishment with the best of them. Out of forty scraps he has only lost one. Guild will have to step lively with this fellow methinks.

Anglican Church Notes

ST. MARY'S (Anglican) CHURCH
Thanksgiving service will be held in St. Mary's Church on Sunday, Oct. 1st, at 2:30 p.m.

SHARON LUTHERAN CHURCH

J. B. Stolpe, Pastor
Sunday, October 1st

Divine service (Norwegian) 11:30
Confirmation Class Saturday 8:30

Card of Thanks

Mr. and Mrs. E. C. Prior wish to thank their many friends and neighbors for their kindness and sympathy for and assistance and floral tributes at the time of their sad bereavement.

FOR SALE—Two good young milk cows, both Shorthorns, and will milk all winter. Write: E. Ellwood, RR 1,

TRACTOR OWNERS TAKE NOTICE

Lubricating oils are going to take a big jump in price almost immediately. By buying now for next spring requirements you will be making a big saving. This notice is inserted in order to SAVE YOU MONEY, and will not appear again. Don't delay, order your Red Head Oil NOW.

V. HUTCHINSON

Irma Alta.
Hudson Cars, Rentrow Machinery
Viking and Hero Fanning Mills

SPECIAL ALL NEXT WEEK

Robin Hood FLOUR

\$2.85 F.O.B. Warehouse

Irma Trading Co.

IRMA

ALBERTA



TRAVEL BY BUS!

Important Change in Time

ON AND AFTER MAY 10th, 1939

LEAVE IRMA, DAILY, GOING WEST, 7:45 a.m.
LEAVE IRMA, DAILY, GOING EAST, 8:10 p.m.

● Charter a Bus for your next Party Trip. Find the Low Cost and Added Pleasure

Sunburst Motor Coaches Ltd.



Finance FARM IMPROVEMENTS

at low cost WITH AN
H-I-P Loan

CALL or write for a copy of our folder "Modernization Loans for Home Owners".

\$3.21 per \$100 Repayable in 12 monthly installments.


For borrowers with seasonal incomes interest may be made on convenient periodic installments.

BANK OF MONTREAL

Established 1817

(A bank where small accounts are welcome)

"It DOES taste good in a pipe!"
HANDY SEAL-TIGHT POUCH - 15¢
1/2-LB. "LOCK-TOP" TIN - 60¢
also packed in Pocket Tins



Picobac
GROWN IN SUNNY SOUTHERN ONTARIO

Everybody's War

For the first time in history Canada has declared war against another country—not a war against the German people who, in the main are probably as peace loving a people as are the Canadians, but against the authority in charge of the government of Germany; in short, against the dictator, Herr Hitler.

When Canada went into the great war of 1914-18 she had not assumed the full status of nationhood and although this country, at that time, followed the lead of the Motherland willingly and even with enthusiasm, she did not have the breadth of choice that is hers to-day.

This time Canada girds up her loins as a belligerent with all the force and power of a sovereign nation in her own right. She enters the conflict as a co-partner with and of the same status as Great Britain. She voiced her decision to do so of her own volition and expressed her decision in the democratic way, through her parliament, the symbol of her democratic form of government which the people of this country have decided to uphold against aggression.

What is more, the decision of Canada to participate actively in this war, as voiced through parliament, was unanimous. All political parties represented in both houses joined forces in uttering the decree which formally lined up this country with Britain, France and Poland against the dictator who is apparently willing to sacrifice millions of his own people as well as millions of the subjects of the democracies to enable him to satisfy his lust for power and conquest.

Insofar as Canada is concerned, she has decided unanimously to play the role of a belligerent in a war to stop Hitler from continuance of a campaign of international blackmail and terrorism. The people of this country have said, along with the people of France, Great Britain, Australia and other units of the British Empire that it is high time to call a halt to the kind of thing which has constituted a continual menace to the peace of the world for the last two or three years.

The people of Canada, along with the people of the other democracies now in the fight, are peace loving. They are anxious to be allowed to go about their own business, to be able to make progress in the fields of agriculture and industry without hindrance, enjoy their social life and the happiness and contentment which are rightfully theirs. But the people of this country are not willing to buy peace at any price. They are not prepared to sacrifice the liberty and freedom won for them by their forebears. It must be a peace with honor—a peace which carries the right of self-government for Canada and all those nations whose people believe in that high privilege.

War's Responsibilities

Canada, having decided of her own free will and with all the authority of nationhood in her own right to engage in this conflict, the people of this country have, for the first time in their history, assumed all the responsibilities which devolve upon people who declare war upon others.

As a result of her own decision, as voiced through the nation's assembly, the people have decreed that, for the present at any rate, they will wage this fight on a voluntary basis, and this entails upon every individual in the country the responsibility of doing his or her utmost to do his or her share to the best of his or her ability and in the manner in which he or she may be best fitted.

Such an effort is going to entail sacrifices, but the people of this country have announced that they are willing to make the necessary sacrifices, no matter what they may be or how onerous they may be.

In this country, it is everybody's war. The duty of prosecuting the war with the utmost vigor is not confined to those who volunteer their services in the military, naval or air forces, either on the battlefield in Europe, if it should decide to send an expeditionary force overseas, or to serve in the second line of defence on this side of the Atlantic. Nor is it confined to the members of the veterans' and nursing organizations who recently responded no nobly to the call for registration of volunteers for emergency services in this country, if and when required.

No, in war time, the call is much wider than that. It embraces every man and woman and even the youth of the country. Agriculture, industry and the business of the country generally must be carried on with the maximum of energy and efficiency with the winning of the war as speedily as possible as the single objective.

The job in hand necessitates a single purpose guiding the activities of all our people, whether they be engaged in the field, the factory or the counting house; whether they be working in government employ or teaching in the classroom; whether they be business executives or drawing pay as artisans or common laborers.

No one knows how long this struggle is going to be. No one knows yet what resources of finance, industry and man power may have to be drawn upon. No one knows what forces may ultimately be arrayed against the people of this country before victory can be claimed.

If for no other reason, these unknown factors dictate the necessity for preparedness and for the wholehearted and active support of all the forces this country can command in making these preparations and in waging this war. The war is a war for every Canadian.

University Closed

Work At Fanois School In Heidelberg Is Discontinued Indefinitely

Heidelberg University, world-famed seat of learning which began to decline following the advent of the Nazi regime, will remain closed indefinitely, it was announced.

Only five universities in this country will continue classes during the winter semester. They are Berlin, Leipzig, Jena, Munich and Vienna. The five were deemed sufficient to handle the number of students during wartime.

Issue Is The Same

The issue can be stated as Lincoln stated it long ago, says the Toronto Star. With the substitution, now, of "world" for "nation," his declaration is this: "That this world, under God, shall have a new birth of freedom, and that government of the people, by the people, for the people, shall not perish from the earth."

In 1864 the Bible had been translated into 72 languages; to-day it has been translated into 835.

Two-thirds of the Argentine is arid or semi-arid.

New Marching Song

British Troops Have Adopted "Heigh-Ho" From Snow White

The old war songs like "Tipperary" and "Long, Long Trail" are still being sung in England, but the most popular tune among the British troops right now is "Heigh-Ho" from "Snow White and the Seven Dwarfs."

The soldiers have changed the original script to read "Heigh-Ho, Heigh-Ho, away to war we go."

Royal Precedence

Very few people, except those actually at Court, says the London Daily Sketch, know of the existence of a list printed on white cardboard in booklet form marked "Private" and headed—"Precedence of the Royal Family to be observed at Court. Approved by the King. This clearly sets out both Separate and Joint Precedence—the latter meaning when accompanied by husband or wife who may be of lesser rank.

Black horses are affected by heat more than are those of any other color.

William Kidd, famous pirate, was executed on May 24, 1701.

Kitchener Of Khartoum

Romance With Pretty Irish Girl Spilled His Life

In an old grey farmhouse in County Kildare, miles from the nearest town, lives the woman Lord Kitchener of Khartoum wanted to marry, writes E. Travers-Hutchins in the London Sunday Dispatch.

All through his later life he was reputed to be a woman-hater. He never married. He was brief to the point of rudeness with women he had to meet. But his love for Miss Katie, Kelly, farmer's daughter, whom he met when stationed at the Curragh in the late-seventies, was never forgotten.

Now their story can be revealed—for the first time.

"My Dear Little Katie," he called her in his letters to her after they were parted. "I am only happy when I breathe the same air as she does," he once told a friend.

With her, his sternness vanished. The rather solemn young officer relaxed, became gay, as they rode together down the green lanes that led from her home at Hill of Rathbridge, near the great military plain where he was serving.

But there was a shadow in their lives. Miss Kelly's mother disapproved of young Kitchener paying court to her daughter. Indeed, she did not approve at all of their friendship. For the Kellys were Catholics and devout ones, and Kitchener was a Protestant. It was on that rock that the romance was to founder.

Now a little old lady of nearly 80, she lives alone, her only companion a single maid-servant, in the ivy-covered farmhouse where the great soldier came to visit her.

The garden is overgrown with weeds. The paddock where they jumped the splendid hunters for which Miss Kelly and her brother were famous, needs mowing. Hens and ducks are the only inhabitants of the stables. No laughing visitors come up the lane to Hill of Rathbridge now.

Salaries Paid Teachers

Claimed That More Than Half The Teachers In Canada Subsidized On Lowest Level

The depressing conditions that exist in the teaching profession throughout the Dominion, as revealed in a report of the Research Committee of the Canadian Teachers' Federation, presented at the opening session in Montreal recently cannot but cause widespread dissatisfaction. The statistics presented show the following astonishing facts: More than 10,000 teachers in Canada are paid less than the mean legal minimum for female juveniles in industry.

More than 19,000 teachers are paid less than the mean legal minimum for experienced women in industry. About 25,000 teachers are paid less than the girl who binds the textbooks.

Nearly 37,000 teachers, or about 62 per cent. of all Canadian lay teachers, are paid less than the mean minimum for unskilled factory labor.

About 53,500 teachers, or more than 85 per cent. of the total number, are paid less than skilled union workers.

The committee, in demanding that in the national interest a survey should be made of the Canadian teaching personnel in terms of the monetary value placed upon their services, says: "To put it bluntly, more than half the teachers of Canada live at the lowest level of self-supporting penurious existence, and it is time that more light was thrown upon their condition."—The Montreal Star.

No More Salients

Line Is To Be Kept Straight In This War

One new principle has been adopted in the new war which will make a difference between this and the last conflict. It has been decided not to indulge in any more salients. They are akin to what is known in boxing circles as "sticking out your chin." They invite attack. The amount of life lost in making and defending salients in the last war has taught a costly lesson. The line is to be kept straight and all effort is to be directed towards a general advance.

There is no pollen in the air 4,000 feet above the ground. All that has ever suffers need do is get up there and stay until the season is over.

Booth Tarkington may be 70, but Penrod and Willie Baxter, like Tom Sawyer and Huck Finn, remain forever young—and going strong.

A cow requires about an hour to eat enough grass, and regurgitates it suitably for assimilation to produce one quart of milk.

YOUR ADDRESS IN MONTREAL SHOULD ALWAYS BE

The MOUNT ROYAL HOTEL
Direction of
VERNON G. GARDY

Have Been Preserved

Paintings On Sugar Panels Decorated Royal Wedding Cake

Had the Duke and Duchess of Kent gone to Australia in October as planned before the outbreak of war, it was expected that exquisite little paintings on sugar of Scottish castles and Grecian scenes would accompany them. These formed the decorations of their wedding cake, says the London Daily Sketch. Mr. Bryant emerged from his retirement at the age of 80 to help decorate the cake. He and his son had between them seen nearly a century of service with the biscuit firm that received the Royal order. It took them six weeks to complete the cake, which was iced behind locked doors. When eventually it was delivered at Buckingham Palace it so delighted Queen Mary that she asked if the painted panels could be removed intact before it was cut. Queen Mary had the little sugar panels mounted under glass, and they are thus in perfect preservation.

Searches For Nobodies

Sculptor Finds Men On Streets Who Are Fine Models

A man who has been touring Europe in search of "International Nobodies" arrived in London last month. He was Clarence Gilchrist, an American sculptor, who has spent the last three years sculpturing the heads of "men in the street" all over the world. Mr. Gilchrist's method is to find typical "heads" as he calls them, in each country he visits, and he doesn't care whether they are statesmen or dustmen. In the last three years he has visited some 20 different parts of his own country, and has been all over South America and Canada.

Willing To Sideslip

On the question of staying out of war, the people have it by a landslide. Our people dislike Hitler and they want him soundly beaten by a couple of other fellows, says The New Yorker.

Punished Whole Team

A referee who didn't believe in half measures ended a football game at Cape Town when he sent a whole team to the bench. He had warned them against unruly play several times.

Workmen found a letter 121 years old when they repaired an old house at Sydney, N.S. The letter, embedded in the window sill, was written in Halifax.

In walking one mile, the average person raises each of his feet a distance totalling a height of 340 feet.

Cheap Gasoline

German Planes Must Use Gas That Diminishes Speed And Carrying Power

Germany may lose the war because she lacks "anti-knock" gasoline for her fighting planes, a well-known chemist said in Boston.

"Not enemy guns, but the 'knocking' of her airplane motors will tell the doom of Germany in this war," declared Dr. Gustav Egloff, research director for an (Universal) oil products company of Chicago. In an interview.

Attending the 98th meeting of the American Chemical Society, Egloff said Britain and France had facilities for developing "superior" gasolines from crude petroleum products obtained from the wells of Persia.

"On the other hand," he said, "Germany has principally the gasoline she obtains from coal—a product which not only diminishes the speed and carrying power of planes, but cuts down their life span."

Monster Crab

Find Fossil Of Interesting Specimen In The Georgian Bay District

C. G. Albany, town clerk of Meaford, Ont., in the Georgian Bay district, said he had discovered the fossil of a monster crab along the shoreline near the blue mountains of Collingwood.

The body of the fossil is approximately three inches in thickness and the parts of the body found weigh nearly 60 pounds. The fossil is known as a "Silurian eurypterid," or "monster crab," and its original life size, Albany said, was six feet in length. Scientists estimate the Silurian age was approximately 150,000,000 years ago and lasted 4,000,000 years. It is believed the region where the fossil was found was once part of an inland sea when the Gulf of Mexico extended north over this part of the continent.

Twenty Members Left

Who Were In British House When Last War Broke

Only 20 members of the present British House of Commons were at Westminster on that hectic day 25 years ago at the outbreak of the war, says the London Daily Sketch. Only one of those 20 M.P.'s is still on the Treasury Bench—Sir John Simon. He was Attorney-General in 1914. Lord Winterton, Lloyd George, Sir Samuel Hoare, Mr. Churchill, Colonel Wedgewood, Lord Wolmer, Mr. Benn, Mr. Clynes, Mr. Amery and the Speaker are among others who will vividly recall that dramatic day in 1914.

The Clever Quail

The Christian Science Monitor says the sleeping habits of a covey of quail are odd. The birds arrange themselves in a compact circle with heads out and tails towards the centre, and rest closely against one another for warmth. If alarmed, each one flies straight out without danger of collision.

Maori dogs, now extinct in New Zealand, had no fleas.

Rubber trees are no more limber than the average tree.

SAVES YOU HOURS OF Heavy Work

A SOLUTION* of Gillett's Pure Flake Lye will take the drudgery out of dozens of tasks. It clears clogged drains . . . lifts grease and hard-baked food off pots and pans . . . It saves rubbing and scrubbing because it cuts through dirt in a jiffy. Keep a tin handy.

FREE BOOKLET—The Gillett's Lye Booklet tells how this powerful cleanser clears clogged drains . . . keeps out-bowls clean and shining . . . how it performs dozens of tasks. Send for a free copy to Standard Brands Ltd., Freeport, and Liberty Street, Toronto, Ont.



*Never dissolve lye in hot water. The action of the lye itself heats the water.

Recalls Old Warning

Church bells pealed forth in Danzig to acclaim the return to the Reich. This recalls the warning of old Sir Robert Walpole when his countrymen light-heartedly embarked on war with Spain: "You are ringing your bells now; ere long you may be wringing your hands."

MICKIE SAYS—

YES, SIR, I KNOW WE'RE IN TH' DOGHOUSE NOW. BECAUSE VER AD READ "STRAWBERRIES, 1¢ PER BOX"—JUST A LITTLE MISTAKE—BUT NOW Y' KNOW FOLKS READ YOUR AD!



PARA-SANI

HEAVY WAXED PAPER



MADE IN CANADA
Heavy WAXED PAPER



DOES YOUR REFRIG. DRY FOOD?

Hold the moisture by wrapping with Para-Sani HEAVY WAXED PAPER

Order Para-Sani to-day from your neighborhood merchant

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ROYAL GUARDS AGAINST BAKING FAILURES

—BECAUSE IT'S ALWAYS PURE, FULL-STRENGTH

ROYAL YEAST CAKES

IN THE AIRTIGHT WRAPPER

THE RIVER OF SKULLS



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GEORGE MARSH

CHAPTER V.—Continued

It was July, the Montagnais "Moon When the Birds Mourn", and the trade was at its height at Fort George. Gradually the coast crees were taking their families to summer fishing camps on the coast islands where the Hearn's salmon, sea-trout and whitefish were schooling before ascending the rivers to their spawning grounds, and where the Canada geese, pintail and black duck would flock with their new broods. Remnants of the great iceflow from Hudson's Straits, Fox Channel, the Bay of God's Mercy which had besieged the coast in the spring, now drifted far in the great bay, slowly vanishing under the sun and the warm rain winds.

The remaining days of his stay were busy ones for Alan. There were supplies to be carefully checked, all of which he bought with his credit at the posta. The money McCord had given him he hid carefully under the floor of his cabin. The extra flour, beans and sugar Noel got through Montagnais, as well as the extra gill-net which might come day, in the heart of the unknown country, save their lives. Fearing the havoc which the tongue of Mrs. Hanbury had undoubtedly created at the Revillon Freres through the oily Rivard, for days Alan avoided the parting with Berthe. But at last, hungering for the sight of her face, driven by the desire to defend himself, he went to the Revillon Freres.

Gabriel Desane and Pierre were busy with Indians, so Alan waited until the factor was free. As he lounged against the counter, Arsene Rivard entered the room, saw Alan, flushed and went at once to the desk behind the counter where he busied himself with an account book.

So she's been there, surmised Cameron. Berthe knows Mrs. Hanbury came to my house. Rivard's lost no time telling her mother some wild tale about that call. There's little chance for me now, with Berthe.

Finishing with the Indian, Gabriel Desane approached Alan and gave him a hearty handshake. "How are you, Alan? They tell me you got the dogs you were after. Come outside where I can talk to you."

In the empty clearing Desane began: "You start with the police this week McCQueen tells me. That is good!"

"Good?" protested Alan. "I can't help myself, can I?"

"No, but your going to Whale put yourself in a bad light here, Alan. Everyone thinks you met this McCord."

"Do you?" Alan looked hard at the kindly Frenchman.

"You say you did not. For me that is sufficient." The other smiled inscrutably into Cameron's level eyes.

"I came to say good-by to Berthe but she's turned against me. The other night she heard I had talked to Mrs. Hanbury and was jealous. Madame Desane, Rivard, they've been working on her."

Gabriel Desane raised both arms to the skies in an eloquent gesture. "Mon Dieu, what that Madame Hanbury has done at Fort George! My wife to me will speak hardly at all. Tense! Alan, it is terrible!"

on. At last the door was opened by Berthe.

"I am leaving in a few days," he said, probing her dark eyes in an attempt to read her thoughts. "I've come to say good-by, Berthe."

"Come in, Alan," he said, with a faint smile.

"Berthe," he began, "I can't go, with you feeling this way! It's all Rivard and this woman, I know. You don't understand what she's up to."

"I understand this much," the girl retorted bitterly. "She was at your house. She boasted to Madame Martin, at the Northern Trading Company, that she had twisted you round her little finger." Berthe flung back caustically, her black eyes snapping as blood flushed her dark face.

There were tears in his eyes as he watched her wrestle with pride and doubt and the loyalty of years.

"Oh, it's not that! You're wrong! It's not this woman!" she protested. "It's your suddenly going up the coast when you've been away—so long! You went to see Nell Campbell! You know you did! Everyone believes it! It's that you went away and did not tell me the truth. You couldn't care so much for me and do that. It's that I've lost faith in you—that's all!" With a sob and a faint "Good-by, Alan!" Berthe ran from the room.

CHAPTER VI

There were only a few friends to bid Alan and Noel good-by on the beach at the Hudson's Bay Company when they loaded their canoe for the long trip to the headwaters. But, at the Revillon Freres, the entire population watched Trudeau and Goyette, McCQueen's helpers, with two hired Montagnais canoe-men, at the outfit in the two canoe canoes. Near them, Desane and Rivard talked to McCQueen, Slade and Mrs. Hanbury.

Shortly, the police and the woman who had turned Fort George into a hotbed of crime withdrew from the group and talked, heads together, in low tones. Then, after hurried good-bys, the two boats headed for the far shore where Alan, with his four Ungavians running the beach, was riding the flood tide.

Later, in front of the Northern Trading Company, a plane taxied up the river, lifted, then in a long loop returned and passed over the police canoes.

Three days upstream, where the Big River roars down from the high plateau in a series of falls and chutes, the Indian trail, for a hundred miles, follows a chain of lakes, Alan brought McCQueen and Slade to his camp.

"We're going to see to it that each other in the next few months," he began the older officer. "Why can't we shake hands on this and be friendly?"

"What do you mean, friendly?" demanded Alan, studying the insinuating, close-set eyes of the other. "You're police. You can give me orders."

Day after day, the men slaved at pole, paddle and tracking line as they ascended the great river. As up the river, they drew to a close and the Indian trail, for a hundred miles, followed the forks in the high tundra country. Northeast, three days hard plying up the strong water of the Mad River, was Alan's hunting country.

Fifty miles to the east, on the Talking, stood a cabin in a clearing where a man waited with a girl for the coming of a canoe. Far to the south, the great lakes Nichevich and Patemisk emptied into the Conjuror, the largest of the three branches.

(To Be Continued)

Willing To Serve

Vancouver Aviatix Helped Train South African Air Force Reserves

Heath Harrison, who has an unruly head of light brown curls and 1,200 flying hours to her credit, is willing to train aviators to serve in the war. The Vancouver-born girl, who gave stunning displays in her yellow "Moth" plane at the Canadian National Exhibition, Toronto, is a licensed instructor and helped train 1,000 men for the South African air force reserves.

Six years ago she went up for a joy-ride and promptly decided to make a career of it. That was in England, where she was educated.

She said she may possibly be used to help train men for the Royal Canadian Air Force but nothing definite yet. Miss Harrison said she would serve as a pilot for war duties if she was called upon.

Archaeological excavations reveal stone and clay torch-holding devices and lamps were among the first articles which man made for domestic use.

An automobile at sixty miles an hour moves 80 feet per second, thus putting the hospital just around the corner.

Get \$100 for Your OLD IRON



Hardware dealers are authorized to show you \$100 on any old iron toward the purchase of a new Coleman. It makes old better one gas. No rods, wires, lamps, stoves, etc.

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Father Of Poultry Industry

Sir Edward Brown: Founded British Poultry Club In 1877

Because of the war crisis the recent death of Sir Edward Brown went almost unnoticed. Poultrymen the world over owe a great deal to Sir Edward who has been called the Father of the poultry industry. It was for his services to the poultry industry that he was knighted nine years ago.

Edward Brown was born 87 years ago. He was the son of a miller, and in travelling around selling feed he became interested in poultry. An amateur breeder himself, he founded the British Poultry Club in 1877. A man with a scientific mind and a writer of much charm, he wrote books on poultry which have enlightened and inspired poultrymen in every country. Before poultrymen understood the meaning of genetics—production from generation to generation—he had, by means of advanced biological research and experiment, raised poultry breeding to a national asset. He established a poultry research institute before agricultural colleges thought of such a thing. He founded the World Poultry Science Association and was the means of starting those World Poultry Congresses which have been held in all parts of the world, the first being at the Hague in 1921; the Congress met at Ottawa not long ago.

Poultry rearing is a peaceful occupation although it does not seem to attract much bearing on peace. Yet Sir Edward was an ardent apostle of international peace and tried to steer those events in that direction by encouraging friendly co-operation between breeders by exchange of letters and exchange of stock.—St. Thomas Times-Journal.

Protection For Docks

Britain Made Wartime Plans To Keep Them All Working

There are now fewer than 285 docks in Britain and dock and harbor officials worked out plans for the Board of Trade to keep the ports working in war emergency.

These draft schemes—one for each of the docks—involves the protection of the docks and warehouses and those who work in them.

In many cases the suggestions included the improvement of rail and road communications, the building of additional berths and warehouses and the installation of new plant.

Shipping may have to be diverted to the West in some situations, and Swanset submitted a plan to provide an additional entrance to the docks.

Port of Lambton officials had under consideration various proposals for camouflaging the river, and the Tyne Improvements Commission scheme included an elaborate system of air-raid shelters and trenches.

Sleep Was Costly

Man Taking Nap Lost Large Bet By One Hour

The costly drowsiness of a well-fed Bogenne village restaurant keeper almost pushed war news off Copenhagen front pages recently. The restaurant keeper had bet, 5,000 crowns (about \$850), he could walk around the outside of Denmark in three months, pulling the nation's oldest car. With one day to spare and only three miles to go he stopped at an inn and enjoyed a pre-victory feast. Then he overslept and lost the bet by an hour.

Returned To Madrid

Art treasures of Madrid's Prado museum, sent out of Spain during the civil war by the Republican Government, have been returned to the National regime. The paintings were taken from Geneva by special train across France.

The United States built thousands of aeroplanes for use in the World War, but very few actually were used, since hostilities ceased soon after their construction.

Philadelphia's baby elephant, that recently arrived from Burma, is believed the smallest now in America.

The Same To-Day

Britain Fighting For Security As She Did 150 Years Ago

It is interesting to recall the fiery speech of Pitt, prime minister of England, 150 years ago, who, like the great Chamberlain of to-day, was the genius directing affairs at home when the nation was fighting Napoleon.

The occasion of Pitt's speech was a query—one that comes from a man whose chief desire seems to be that he might have something to say at a critical time. Tierney, the man who asked the question, asked Pitt to state what the country was really fighting for. The absurdity of this question was painfully apparent, but Pitt was ready, not with a carefully prepared speech, where each sentence had been weighed and measured, but with an impromptu deliverance that has never been forgotten in history. His reply to Tierney, strange as it might seem, would be a reply to anyone asking the same question to-day. It was:

"The honorable member," said Pitt, bending angry brows upon his interlocutor, "defies me to state in one sentence the object of the war. I know not whether I can do it in one sentence; but in one word I can tell him, the object of the war is security against a danger, the greatest that ever threatened the world. It is security against a danger which never existed in any past period of society. It is security against a danger which in degree and extent was never equalled; against a danger which threatened all the nations of the earth; a danger which has been resisted by all the nations of Europe, and resisted by none with so much success as by this nation, because by none has it been resisted so uniformly and with so much energy."

Value Of Gliding

Motorless Flight In Heavier Than Air Machines

Among the heroic exploits during Poland's brave defence of Warsaw must be listed the daring air fight of Second-Lieutenant Palusinski, who engaged single-handed 12 German bombers as they were dropping explosives on the city. Lieut. Palusinski managed to shoot down one of the raiders before his own ship was disabled and began to fall.

At that point in the infectiously courageous incident, Lieut. Palusinski turned to his long experience as a glider and succeeded in getting his dead plane under control. He landed it, even though he was wounded, with nothing more than a severe shaking up.

For some ten years now the art of gliding, or motorless flight in heavier-than-air machines, has had the attention of serious-minded aviators. It has been proved by making records for both long-distances and sustained soaring. And most aviators who have been flying for any length of time are familiar with the necessary technique.

Lieut. Palusinski's experience, then, is a hint that air commanders will not be slow to take. The gliding potentialities of each combat machine will be carefully estimated, and fighting pilots will certainly make the most of them. Many machines, and what is more important still, many lives will thus be saved through the knowledge gained by peace-time gliding.—Winnipeg Free Press.

Not Very Primitive

Quebec Is Sometimes Referred to as a Primitive Province, Where Antiquated Methods Are Employed, Yet It Was Canada's Second Largest Manufacturing Province, Accounting for 29 per cent. of the Dominion's manufacturing in 1937 when a survey was made.

Boss: "My wife heard that I took you out to dinner the other night."

Secretary: "Well?"

Boss: "That makes you my former secretary."

England has fewer brewers to-day than it had a year before the World War, but they have more than tripled their business.

DELICIOUS... REFRESHING



Enjoy the genuine peppermint flavor of DOUBLEMENT GUM! Get some today!

Yugoslavia's Boy King

Is Being Trained To Become Country's Supreme War Lord

Little King Peter, who refuses to hunt because he cannot bear to shoot a rabbit, is studying to become supreme war lord of his 15,000,000 subjects in Yugoslavia.

The shy, sensitive boy, whose widowed mother calls him "Baby Petruska," has been enrolled, as a back private in one of the world's toughest armies. In two years he must become commander-in-chief of a country where warfare is burned into the race by years of struggle.

The 15-year-old monarch is in striking contrast to the sun-tanned, raw-boned, broad-shouldered youths who serve in his legions. Peter has big brown eyes and delicate, almost feminine features.

His grandmother, the late Dowager Queen Marie of Rumania, once remarked, "What a beautiful girl he would have made if he were not such a handsome boy!"

King Peter will receive the crown from his uncle, Regent Prince Paul, on his eighteenth birthday—Sept. 6, 1941. His classical education completed this spring, he must cram many years of military experience in the next two years.

Like other Yugoslav boys, he has received no preliminary military training for the government considers such instruction unnecessary for its youth. Every Yugoslav is considered a natural soldier because his country has waged centuries of internal struggle and guerrilla warfare against the Turks and other peoples.

Unlike other Yugoslav boys, however, King Peter will do his military studying at home. The faculty of the Belgrade Military School will come to his marble palace outside the city for his arduous task allows no time for entering barracks.

Destined For England

Italian Firms Ship Food Supplies Via French Channel Ports

It was learned in Basel, Switzerland, that a large part of the food supplies which come out of Italy by way of the St. Gotthard Pass are destined for England via French Channel Ports.

Swiss agents of Italian shippers reported that Italian firms already held so many blocked credits in Germany that they preferred to send foodstuffs to Britain for cash, rather than take more German coal in exchange.

Down in Nova Scotia they have begun to teach people how to speak Gaelic. Elsewhere we seem to continue to need instruction in how to speak English.

IMPORTANT!

medical tests reveal how thousands of WOMEN HAVE BEEN ABLE TO GET NEW ENERGY

If you feel tired out, limp, listless, moody, depressed—if your nerves are constantly on edge and you're losing your boy friends to more attractive, plump women—SNAP OUT OF IT! No man likes a dull, tired, cross woman.

All you need is a good reliable tonic. So fast try famous Lydia E. Pinkham's Vegetable Compound. Let it stimulate gastric juices to help digest and assimilate more wholesome food.

Over 1,000,000 women have reported gains in health and vitality from Lydia E. Pinkham's Compound. Results should delight you! Telephone your druggist right now for a bottle. WELL WORTH TRYING.

Your Fall Buying

Never have circumstances made it more imperative that you do your fall buying now. Never has it been more to your advantage. We have here, we believe, the best assorted stock of fall and winter merchandise we have ever assembled. This merchandise was purchased the past summer at the lowest prices for years. While our stock lasts every item you buy will save you money. Replacement prices in some lines are already higher. Again we say **BUY NOW**.

Men's Jackets

For work or for play nothing has ever matched in popularity the modern jacket. Come in and select your garments from our well assorted stock. The sooner you buy these the sooner you will be comfortable and the more money you will save.

MEN'S DOESKIN JACKET

Made from good Canadian Doeskin these button front garments are big value for the small price they command. Special at **1.95**

MEN'S MOLESKIN JACKET

Here is the work garment king in the jacket world. Made from strong brown Canadian moleskin that is wind and shower proof. Warmly lined with lumberjack flannel both body and sleeve. Full slide front. Special at **3.95**

MEN'S MELTON JACKET

Made from extra heavy 32 oz. all wool melton. Brown or navy. Full bi-swing back and slide front. This garment is value indeed. While our present stock lasts **4.95**

MEN'S MACKINAW JACKET

A heavy sport jacket made from fancy pattern all wool mackinaw. Good length and good weight. These are really worth while. Special at **5.95**

MEN'S BUSH COATS

Made jacket style, but with that extra six inches of length that so many men like. These come in lovely colors by "Humphrey". All wool, of course. Heavy and warm and in such bright smart patterns. Full slide front. Specially priced **7.95 to 8.95**

MEN'S SUEDE JACKET

Here is a value the leather jacket lover should not pass up. It will be years before you can buy this jacket at this low price. Made from soft brown suede leather, full bi-swing back and slide front. Special at **7.95**

PIG-TEX JACKETS

This popular leather sport jacket in both plain or fancy patterns. Smart designs, smart comfortable bi-swing back, full slide front, waist take-in. Plain at **7.95**
Fancy at **8.95**

MEN'S GOATSKIN JACKETS

Now men, here is a work garment made from South African goat skin that will not freeze hard but is so tough it will wear as well as horsehide. Will not scuff or peel. Warm wool lining full slide front. Special at **9.45**

BOYS' and GIRLS' DOESKIN JACKETS

Made for either boys or girls wear from cozy warm Canadian doeskin. Light n weight but windproof and warm. Full slide front and bi-swing back. Special at **1.95**

BOYS' and GIRLS' MELTON JACKETS

Comes in all sizes for boys or girls in lovely warm smooth finish all wool melton cloth. Has the easy fit back free shoulders and a full slide front. Sizes 8 to 18. **2.95**

BOYS' and GIRLS' SWEATER BARGAIN

A Monarch special value sweater. Smart blue or brown patterns. Contrasting collar and cuff trims, neat collar and slide front. Special at **1.00**

Women's and Children's Stockings

CHILDREN'S SCHOOL HOSE

Cotton hose for children. Made from long staple cotton yarns knit in a firm 1 and 1 rib. 4 ply heel and toe. Sizes to 7½, per pair **20c**
Sizes 8½ to 10, per pair **25c**

WOMEN'S DURENE Lisle HOSE

Made from famous "Durene" lisle yarns, good stretchy top. Four ply heel and toe. Comes in all the wanted shades. Pair **35c**

WOMEN'S CASHMERE HOSE

Wear well cashmere from fine Botany wool yarns reinforced with a small amount of lisle. Good fall shades. Pair **59c**

Men's Fall Weight Underwear

MERINO COMBS.

Natural shade Merino cotton combs. Good for fall and early winter wear. Lots of service for this small sum. **1.39**

SPRING NEEDLE COMBS.

Made from soft cotton yarns, spring needle knit. Surplice front with soft fleecy nap inside. **1.50**

STANFIELD'S 3200

Big underwear value for fall or winter wear. Made by Stanfields. Full spring needle knit, this underwear gives you warmth and service. Men's sizes **2.50**
Boys sizes **1.29**

BOYS' FLEECE COMBS.

Boys fleece combs. Full four ply fleece, the best in winter fleece. No Cut front, cozy and warm. **1.00**

MEN'S FLEECE COMBS.

Penman's best grade heavy fleece for men. Strong cotton back yarns with a full four ply cotton fleece. This means every thread fleeced. Will not knurl or bunch. All sizes **1.59**

Grocery Specials

COFFEE, fresh ground, lb **29c**

TEA, Red Rose Tea is Good Tea, lb. pkt. **55c**

SOAP, Elephant brand laundry soap, 6 bars **25c**

ONIONS, new winter onions, 100 lb. bag **\$2.25**

APPLES, this week-end, MacIntosh Reds **\$1.70**

RINSO, 1 regular and 1 large, both for **26c**

CORNER BEEF, ready to use, tin **19c**

CORN, delicious golden corn, No. 2 tin, 2 for **25c**

J. C. McFARLAND Co., Irma

World of Sport

By H. B. C.

It was a great bargain that Jim Braddock made when he permitted Joe Louis to meet him in the ring for the Heavyweight championship. There was a little "joker" put in the contract that has resulted in a fairly steady flow of cash into the Braddock coffers. It was simply this "Ten per cent of all monies received by Louis in defending the championship shall be paid to James Braddock." And while Louis stinks out his chin for anybody and everybody, Jim sits on the sidelines and whoops for joy as battle after battle results in victory for the dark-skinned fighter. When Louis wins, Braddock does also.

In all, about \$100,000 has overflowed from the Louis pot into the Braddock bean jar.

The probable settings for the world series will be New York and Cincinnati, with the Yankees and the Reds battling for the honors. It is the fourth consecutive year for the Yanks but it is 20 years since the Reds have been seen in action in this great baseball classic. The struggle between the latter and the St. Louis Cardinals for the top berth in the standings of the National League, has been very exciting the last fortnight. Coming down the home stretch they have been neck and neck. The staff of pitchers in the lineup of the Reds has done the last fight and will probably give a good account of themselves when up against the Yankees.

The World of Wheat

H. G. L. Strange
Director "Crop Testing Plan"

The Polish people, attacked without warning and in a brutal fashion by Hitler's armed forces in the west and by Stalin's armies in the east, are crushed, but the gallant stand they made will go ringing down through the annals of history.

Hitler assures us he is now satisfied, and that we can have peace, but he told us this in 1935 and then he took the Rhineland; repeated it in 1936 and then he took Austria; assured us again in 1938 and seized Sudetenland; solemnly swore it still again in 1938 and took Czechoslovakia; then he seized Memel and now Poland; so what are his solemn assurances

worth? All we can think of is, who is next for the slaughter? No doubt Holland with her oil, France with her iron, Great Britain with her coal, tin and rubber, Canada with her wheat, nickel and pulpwood, and then the United States with her cotton, copper and oil, for all these products, Hitler tells us, he badly needs.

Our only chance for survival, obviously, is for all those nations who desire to maintain the lands they live in, and who treasure the ideals of international decency, of fairness, and of freedom, to band together and to defend themselves vigorously before they are caught, one at a time, and alone and defenceless, in Hitler's brutal trap.

Girl customer—"Does this lipstick come off easily?"
Saleswoman—"Not if you put up a fight."

LOCALS

BORN—To Mr. and Mrs. Clifford Smallwood at Provost Hospital, on September 18, a daughter, Marion Annette.

Mr. and Mrs. W. Jack of Clyde, Alta., spent last week-end with Mr. Jack's sister, Mrs. S. G. Simmons and family. Mr. and Mrs. Jack and their grand-daughter, Olive, had just returned from quite an extensive motor trip through the U.S.

Mr. and Mrs. Earl Tomlinson visited relatives at Ryley last Sunday.

Threshing has again been halted owing to a rain and sleet storm on Tuesday night and Wednesday. Some threshermen only needed a day or two to complete their run for this year.

BORN—To Mr. and Mrs. Ted Prior, at the Mannville Hospital on Sunday, September 24th, a daughter.
Rev. E. Longmire is visiting at Delta Alta, this week.

The price of car licenses will be reduced forty per cent on October 1st.

A general meeting of the Irma branch of the Canadian Legion will be held in the Legion hall, Irma, on Saturday, October 7th, at 8 p.m. All members are requested to be present.

Watch next week's paper for a big announcement of the annual L.O.B.A. Dance and Raffle to be held in Kiefers hall on October 18th. There will be a snappy out of town orchestra and the price will be right.

Women's Institute

The monthly meeting of the Irma W.I. will be held in the Legion hall on Thursday, October 5th at 2:30 p.m. Hostesses, Mrs. J. Rae, Mrs. E. Rae and Mrs. Peachan.

Roll call will be answered by "Suggestions for improvements on safety legislation."

DARK'S OPTICAL PARLOR CAR

Thos. G. Dark, eyesight specialist, will be at Viking Thursday, October 5th, from 1:30 to 4:30 p.m.; Kinsella 5 to 8 p.m.; Jarrow 6 to 8 p.m.; Irma Friday, October 6th from 8:30 to 11:30 a.m. To keep your eyesight good you should see Dark on his next visit. Make your plans to see him at any one of these towns mentioned above.

INSTALL LARGEST LEATHER BELT IN CANADA

Medicine Hat, Alta., Sept. 21.—The largest leather belt in Canada has just been installed at the plant of the Ogilvie Flour Mill in Medicine Hat.

The hides of three hundred innocent steers went into the making of this belt, reverting to the ancient practice of turning the mill that ground the wheat—not, this time, by gently plodding around a large pair of stones, but by flying at sixty miles an hour around a twenty-two foot pulley.

There are three plies in this belt, each 72 inches wide. It has a length of 125 feet and weighs exactly one ton.

The old belt, which this replaces, was always a source of interest and wonderment to visitors to the mill. For forty-five years it did its duty. The new belt is expected to function for as long or longer, during which time the 300 steers used in the making of it will confer far greater blessings on mankind than they ever could have done in a short and gay life on the hoof.

JACK WADE OF HALKIRK WORLD'S CHAMP COWPUNCHER

(From the Viking News)

Jack Wade, of Halkirk, won the world's championship cowboy title at the Pendleton, Oregon, round-up last week when he rode "Shake on-down Sally," one of the best known bucking horses on the continent. He gained 24 points above all other riders in the semi-finals. Jack is the second Canadian cowboy to win the title, the first being the late Pete Knight of Calgary. Jack is a brother of Ernie Wade of this place.

"In retouching my photograph I wish you would make my mouth appear as small as possible" said a lady to a photographer in a neighboring town. "Why, if you desire, I can arrange to leave it out altogether," said the photographer.

A careful observer says: If you want to know who has been driving the famby car last, just cast your eyes on the mirror in the car. If it reflects the driver's seat it was mother or daughter; if it faces the seat next to the driver it was son; if it is turned so as to reflect behind, it was father.

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IRMA LODGE No. 56
Meets First and Third Tuesday in each month
at 8 p.m. in the L.O.O.F. Hall
Visiting Brothers Always Welcome

IRMA L.O.L. No. 2066
Meets the last Monday in each month at 8 p.m.
Wor. Master **R. H. Stone**
Rec. Secretary **James Stead**
Visiting Orangemen Always Welcome

Professional Cards

DR. E. L. CALDWELL
Dentist, of Viking
will be in the IRMA DRUG STORE
Every FRIDAY for Professional Services

DENTIST
DR. R. V. SPRINGBETT
Wainwright
Phone No. 3
IN IRMA EVERY TUESDAY

PURVIS & LOGAN
Barriers and Seditors
Viking Phone: Office 7
Irma Phone: No. 37
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WILLIAM MASSON
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GOOD LUMBER
A SQUARE DEAL
PROMPT SERVICE
C. FEERO, Irma, Alta.

A Responsibility For Value

THE liner which has made a fast crossing of the Atlantic, ever afterwards lives under the obligation of its own record. Each successive voyage is compared, and should the liner descend into the ranks of the six or seven-day vessels, there would gather round its name something of disappointment. So it is with high achievement in any sphere.

A boxer who has held the world's heavyweight title and goes down to the punch from a new comer, becomes the laughing stock of sports writers and fans. The baseball or hockey team which is at the top of the league and goes down to defeat at the hands of a little known team, becomes a target for wits. People refuse to accept anything short of perfect, once a high standard has been established.

Every business has a personality that is deep-seated. The personality of a business can't be changed by changing its newspaper or the size of its price tickets. A commissionaire at the door doesn't give a business dignity or a nameplate in bronze make it artistic. These are only superficialities.

Over the years EATON'S has built up an enviable reputation for value giving, and this responsibility sits heavily on our shoulders. The personality of this Company is to give Service and Value—nothing short of which is acceptable.

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